

Industry 2012 Committee
June 7, 2012
MINUTES

CALL TO ORDER by City Manager Robert Richardson

ROLL CALL:

Committee Members Present: Richard Anderson, Jennifer Henry, Dave Snyder, Bruce Cosgrove, Karin Koons, Tami Caulfield, Teri Tait-Wilson, Amber Eaton, Jeff Birkholz, and Chuck Heisleman.

Jeff Birkholz provided an updated budget. There was a brief discussion about any excess money from this event going to fund an airport sign on Locksley Lane & 49.

Richard Anderson spoke about recent commitments he received for sponsorships. He said the sponsorship form needs to be updated to reflect the \$250 sponsor ("Friends of the Sky") receiving a booth.

Dave Snyder handed out the draft of the invitations and "save the dates". He reviewed the information on both and discussion followed regarding small revisions to be done. He said the electronic version of the "save the date" will be sent out today with a direct link to the RSVP page and marketing videos. He said he will work on a "thank you" letter which will be sent to sponsors to confirm that payment was received.

Karin and Tami reported that they went to Ceronix to check out the set up for the breakfast. She also provided three options for set up for lunch at the Ridge.

Richard Anderson spoke about the site open houses available for the event and explained the difference between the site open houses and actual tour locations. There was discussion regarding involvement by the commercial brokers that will be benefiting by this event.

Teri Tait-Wilson provided an update on volunteers. She said she will coordinate with Darcy Brewer on the actual number of volunteers needed. Jeff said meals for the volunteers need to be budgeted when determined.

Dave Snyder said the Placer Co Public Information Office can provide press releases, etc for the event. He said he got the event in the APOA magazine as a calendar item. He suggested writing an article or letter to editor to try to get more

coverage in other magazines. He will also look at local calendars (KAHI, KCRA, Sac Bee, etc).

Teri Tait-Wilson is going to work with Jocelyn Maddux on the optional wine tours for the afternoon after the event. Jocelyn will be attending these meetings beginning at the next meeting.

Bob Richardson provided an update on the Economic Development Commissions activities. He spoke about how businesses will be contacted and what type of lists have been obtained. Richard said he can use his customer database to contact business owners also.

Karin asked about tables for the vendor lunch, and Dave and Jen said they can be the contact for those, with Stacia at the Chamber being the contact for the money received.

Jeff said name tags with business name could be beneficial for attendees. Also, vendors, volunteers, etc. Easier to identify who is who.

Chuck Heisleman updated the group on the symphony's involvement for the day of the event.

Dave Snyder reviewed some ideas sent in by the graphic artist on how to make the whole day focused around aviation.

Adjourned

Future meetings:

6/28/2012 8am Room 10
7/19/2012 8am Room 10
8/2/2012 8am Room 10
8/16/2012 8am Room 10
8/30/2012 8am Room 10
9/6/2012 8am Room 10
9/13/2012 8am Room 10
9/20/2012 8am Room 10
9/27/2012 8am Room 10
10/4/2012 8am Room 10

Minutes submitted by Deputy City Clerk Amy Lind.